

The Empowered Entrepreneur Show

Episode 005

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- Intro: Welcome to The Empowered Entrepreneur Show. Discover Your life's purpose. Reprogram your mind for success and attract an abundance of paying clients to your business. Now, here's your host, Tom Tenaglia.
- Tom Tenaglia: Welcome empowered entrepreneur. I am Tom Tenaglia and this is The Empowered Entrepreneur Show. Today I'm joined by Brandon O'Brien. Brandon, how are you today?
- Brandon O'Brien: Doing amazing brother, having a phenomenal day. How about you?
- Tom Tenaglia: Sweet. Yeah, it's amazing. I just moved to Phoenix recently. So I'm still getting used to the weather or shall we say, sun because that's all that's here really. So-
- Brandon O'Brien: Yeah. I don't envy you.
- Tom Tenaglia: ... What's that?
- Brandon O'Brien: I don't envy you.
- Tom Tenaglia: No, I don't envy me either. Tell us a little bit about yourself.
- Brandon O'Brien: Cool. So as you said, my name is Brandon O'Brien. I am a coach supporting people with releasing their emotional baggage, their limiting beliefs and their trauma around relationships. I find that a lot of people are struggling with their relationships or don't know how to navigate them when it comes to communication. So that's a big part of my focus is working with couples or working with individuals to really show up as their ideal self with their a relationship. I'm 32 and living in Southern California.
- Tom Tenaglia: Awesome. And what has prompted you to get into that particular niche?
- Brandon O'Brien: Absolutely. So when I was going down my own personal road of personal development. And when I started into figuring out what is NLP, Neuro-Linguistic Programming, and kind of, I really sought out on the journey to explore more about myself, because I was going through a bunch of relationship stuff within my own path. And going through that personal development journey through NLP, through Master NLP training as well and going further and doing Huna energy work. I found that the way it opened my mind to how I saw relationships, and how I saw the communication relationship was totally changed.
- Brandon O'Brien: So I saw this whole change in my perspective and my level of confidence within myself, how I saw communication and how I saw relationships. And I started to analyze where I wasn't showing up in my relationships. Where I was really having shortcomings and not acknowledging them. So that in turn made me

want to go, oh, my gosh, if I could do this in my own journey. How can I support other people to do exactly the same?

Tom Tenaglia: Awesome. Yeah, I think that that touches on stuff that I think we've talked about on the podcast around how we go to become the guide for others in one form or another. We put our clients as the hero. We make our clients out to be Luke Skywalker, and we turn more into Yoda. And we help them on their path. And so it was pretty cool. And even astrologically, there's an energy that talks about going from having the situation in your life, having the problem in your life, and then becoming the one that goes and helps others in that very area. So very cool. Very, very cool. What do you find to be the biggest problem that... First of all, do you work with couples? Or do you work with each person individually within a relationship?

Brandon O'Brien: Absolutely. So when I'm going through, I've worked with a lot of single people just in terms of looking for that ideal relationship, and how can they really get over their limiting beliefs about themselves and who they're capable of attracting, and kind of building up their self confidence. When I'm working with couples, what I'll do is I'll take each person as an individual, because we've all got our own baggage, we've all got our own stuff to deal with that we're not consciously aware of that we need to just clean out our negative emotions, or limiting beliefs, maybe past relationships that were holding a grudge with.

Brandon O'Brien: So I take each person separately, do a huge cleansing spiritually, mentally, emotionally, and physically, just to reboot them and get their whole lives on track. Get them back stable, healthy and feeling amazing as an individual. Then bringing both people back together to attack each person and what they're battling, but also together as the relationship. So looking at as three entities in terms of one person, one person, two and the relationship itself, because there's going to be a certain dynamic within all those.

Tom Tenaglia: I'm really glad you mentioned that, honestly. Because I know I've begun to talk a lot about astrology in previous episodes, and I can't help but constantly relate back to it, because it helps me explain so many scenarios, and even astrologically, we have each individual and we have a chart that represents the relationship and the energy between the two people. So we should definitely talk more about how you can possibly bring some of that into the work that you do with clients, in addition to the things that you're already doing perhaps to help help them better understand the natural energies within themselves. I think that's pretty cool.

Tom Tenaglia: What's the biggest problem that somebody might say, oh, I'm going to go work with Brandon on this problem?

Brandon O'Brien: Absolutely. So a lot of the times it's coming up within couples, it tends to be that they're holding on to a past relationship, or these past emotions that they're not

consciously aware of. That maybe they've been cheated on in the past, maybe they've been left for somebody else, maybe this person has up and vanished and totally disappeared. So without realizing it we put up these guards, these levels of protection so that we're more guarded, and we're more apprehensive going into our next relationship. But we don't consciously think about it. We don't go, okay, I'm going to put this guard. So this person can't get into who I am, they really can't get into my heart, my soul and my being.

Brandon O'Brien: We do it without realizing it. Some people even self sabotage relationships. So we have these patterns, these behaviors that we carry on from our past that we just kind of project onto our new partner in a new relationship. So without realizing it, we're kind of going through all these nasty habits and behaviors that we don't really want to. We don't intentionally do these on a regular basis. But we just fall into these habits anyways. So a lot of times people say, "Oh, I think he's going to cheat on me. I don't think he's telling the truth. I don't think he's honest." But the more you push that on your partner, the more you kind of create that within the relationship too, even if it's not there already.

Tom Tenaglia: Oh, that's fascinating. So I heard two major themes right there. There's somebody who gets out of a past relationship. Ideally they want to get into another one, and they're holding on to the past relationship. And then also within the relationship, is there this tension from previous situations that have occurred in their life that they're not pushing on to their current partner. I can kind of I guess imagine begin to tear them apart. Both of which sound very valuable for anyone either in a relationship or wanting to be in one.

Tom Tenaglia: So I guess that reminds me something that I heard that people tend to... How did this person say it? He said, "We'll date the same person but with a different face." Yeah.

Brandon O'Brien: Absolutely.

Tom Tenaglia: You would agree with that then?

Brandon O'Brien: Oh, yeah, I think that's a huge thing. Especially because if you're not doing the work on yourself, you're still dragging around this negative energy, you're still dragging around this perception. So you might have this inert sense within you that all men are liars and cheaters. And that's what you think. That you just hold on to that. But you still know you want to get into a relationship. You still think the perfect guy is out there. But you still have this negativity going into relationships. So when you're broadcasting that out looking for your next partner, who do you think are going to stumble on that next guy who's going to lie and cheat on you.

Brandon O'Brien: So absolutely, I completely agree with that. You'll see somebody throughout the course of five to 10 years, and you'll look at their partners, and they'll almost be

very similar in the way they act, the way they behave, and everything like that too. Once that person's done the work to clear it out, all of a sudden this whole new range of amazing really empathetic, really genuine people start to show up because they no longer have that belief they're carrying around with them.

Tom Tenaglia: Very cool. I'm still just brewing on what you said because, I caught on to the near the end, where you mentioned belief again, and just the importance of how our belief, especially in a relationship, I mean, I'm talking about beliefs in the context of career, but even within a relationship the belief is going to make that level of impact in terms of how you see your partner.

Tom Tenaglia: I probably jumped right in talking about what you do and who you are, and probably didn't really connect to the marketing or the entrepreneurship side of the podcast. And so it just dawned on me that there might be some listeners wondering, what does it have to do with building a business? And I think one of the reasons that, well two things, one, we did some work together on your business, and two, you're doing this, this is your business, and so it's fascinating, because even within the relationship space, you still have to go through all the entrepreneurial things and all the struggles perhaps of being an entrepreneur and then all of the successes that come with it.

Tom Tenaglia: So what are some of the things that you learned, as an entrepreneur that have helped you with building this business attracting these couples, or these singles that have just got out of relationships? What are some of the things that you've learned in that process?

Brandon O'Brien: Absolutely. I greatly appreciate that. Because like you said, the work we did together really helped me in terms of getting my mindset where it needed to be. To really build that business up. I knew that I wanted to work with singles and couples on their relationships. I knew that I could support them and getting the results. But when it came to attracting those clients, when it came to building my business, that's where I kind of got stuck. I kind of had my foot in the mud and didn't know what to do. So I really appreciate like you said in terms of bringing astrology in, that was amazing to hear.

Brandon O'Brien: How my chart played into the work that I do. How my chart was a big part of, cool if I focused on these two aspects of myself now I can start to bring in those clients, now I can start to really attract who I wanted to attract in order to work with. Because at the same time, I was looking for a significant other and was listing out specifically what do I want that person to be like, act like, sound like.

Brandon O'Brien: Once I got so congruent on who I wanted to attract in terms of a romantic partnership. All of a sudden, I was starting to get clients as well. Because now everything was in alignment for me. I knew who I wanted to be with. So I knew who I wanted to work with. So that was amazing. And I think one thing that for

me was the biggest mindset shift, because I went, I think it was eight months attracting zero clients whatsoever.

Brandon O'Brien: I'd gotten on the phone 30, 40 times with people but never got to the point where anybody would be like, oh my gosh, that's so powerful. I want to work with you, I want to get the results you've gotten. So I think there's a big difference when people say, it's not like I need to get clients or I want to get clients. But I get to enroll clients. And I think there's a deeper level in there. Because if you listen to anybody who's into empowerment, like any big figures who really just want to inspire people, you have to change your mindset.

Brandon O'Brien: So I went a level deeper of not like, I get to enroll clients, but I know I will. That level of certainty and congruency within me, all of a sudden I enrolled two clients. It was just like that. It was just out of nowhere. Because I shifted my level of thinking from, oh gosh, I hope I enroll somebody to making it a matter of fact for me. I know the sun's going to come up tomorrow, I know I'm going to enroll some clients.

Tom Tenaglia: Awesome. The focus of what you said, that jumped out at me at least around shifting your own mindset, and that mindset going into, okay clarity of who you are, clarity in who you want to attract from a romantic partner perspective, and then the connection between who you want to attract romantically to who you want to attract in your business.

Tom Tenaglia: I think that's so important for entrepreneurs to understand that how you do one area is how you do all of them. And the lesson, the unconscious mind doesn't distinguish between an area of life. And so the lesson may pop up in a different area. And so to just put it a different way, I love the way you said it. I think from the way I heard it is, if you work on that lesson in one area that may be the lesson that you needed to work on to get the result that you were aiming for in a different area to begin with. So I think I mean, you're nodding your head-

Brandon O'Brien: Yeah.

Tom Tenaglia: ... On video here, but on the phone, yeah. So that is very powerful. And so kudos to you for following that lesson. What might have shifted around on the sales calls. So one of the things I want to help people with too is optimizing the conversations that they have with leads to converting them into clients. And I think for the folks listening for that, it would probably benefit them to understand what might have been some of the things that shifted on those calls.

Tom Tenaglia: If you're talking to 30 or 40 people and then... Or do you think it was just the mindset, honestly? I mean, what are your thoughts there?

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- Brandon O'Brien: I think it was definitely a combination of two elements. Like you said, the mindset shift was huge. Because it had been so long. I left my job, my nine to five sort of speak, in the middle of November. I went this entire time getting people on the phone and trying to enroll them. And it wasn't until May, so a lot longer until I actually enrolled my first client at a higher ticket price.
- Brandon O'Brien: So the mindset shift was a big part of it. Because I always had this mindset of, oh, I hope this works or I want this to work or I need this to work versus I know this is going to work. So I think that was a big part of it. Another part is that so many coaches out there or so many coaches, coaches so to speak, have a script to go by. And they're like, "Hey, look at this script. This is my award winning script, that's really going to get the person to want to work with you. This is the script that's going to make you close 90% of your clients." Whatever that conversation looks like. And I kept going by the script, and it didn't really work for me. It didn't seem low, it didn't seem natural.
- Brandon O'Brien: So I had a whole new mentality of I'm going to look at the script that so many coaches use in terms of how to enroll clients. I'm a look at it, read over it. So I get the kind of the bone structure of what I need to do, and then throw it away on my call. Because my call is all about connecting with that potential client, so that I can be there for them. I can create the space and hold that container for whatever transformation, whatever emotions they need to bring up during that first call for them to realize that I'm capable of supporting them in any way shape or form that they need.
- Brandon O'Brien: That I can be the person who will hold that container and hold space if they need that or I can be the person who can give them a swift kick in the butt if they need that type of motivation too. But really allowing myself to be present during that enrollment call. All of a sudden, I saw my closing numbers go way, way up.
- Tom Tenaglia: That's pretty good. Being present on the enrollment call versus losing yourself to a script. That is pretty powerful. Because if you connect everything that you've been saying, connecting to who you are, knowing who you want to attract into your business, and you had mentioned the astrological work that we had done together where we made just a couple of small basic pivots in terms of the energy. And because they were in your chart, they were obvious to me but not necessarily obvious to you. And so when you combine what you mentioned about the mindset and the astrology work, and being aware of the client, and being present with them on the phone, I think that's huge.
- Tom Tenaglia: It's person to person, right? I think, I don't want to skim over the fact that you said at the beginning, it's about you're thinking about, oh, I gotta make the sales, I got to do this, whatever. And then it shifts to okay, these are just going to happen. And I think you're right. When you become who you are and you

allow your own light to shine those things do happen and the people that you talk to they know that that's who they're connecting with.

Tom Tenaglia: They know that you're authentic in who you are, not just your product or service and you're not just trying to make a sale but that you're aiming to really help them on their particular problem. And I think that's huge. We talk in copywriting about understanding the problem and being able to articulate it better than the visitor to your website or client on your phone. And I think having gone through the situations that you've gone through makes that so much more easier to do.

Tom Tenaglia: I don't... Sometimes people contact me, and they go, "I can't teach that or I can't do that. Because I had the same problem." And I'm like, "Sometimes that's the very thing that you need to go and help people with. Because you understand it." Especially if you come out the other side, I don't think you should help them when you're at your bottom and you're helping somebody else or no, both go get help then. But once you've come out of it, if there's a calling to go do that, if there's a strength in going to do that.

Tom Tenaglia: I know somebody who did that with health and fitness. Burned off all this fat, kept it off for years and then went and started helping people do it. And actually similar to what you said about the dating and relationship goal kind of relating to your career goal, she does the same thing with her health and fitness clients. They might come to her with a career goal. And she'll say we got to talk about your health and fitness. And I'm like, I don't understand and the nature of it is her belief is the clients are going to be drawn to work with her are actually going to have health and fitness problem no matter how it gets presented.

Tom Tenaglia: And so even if they say, oh, I need to make so much money or get so many clients, she knows that the root of it is in the health and fitness because if you can't say no to food, how can you say no to a client? You're going to take on people that you shouldn't be working with. As I guess in the same case with you. If a date doesn't work out, it's the same thing as if a client doesn't work out. The lessons carry over. So I think that's pretty significant.

Tom Tenaglia: What are some other things that you'd like to share? Just to keep it more open?

Brandon O'Brien: Yeah, absolutely. So one thing that came up while you were talking too was just talking about how I had that script that was so set on because these top performing coaches said, "Here's this amazing script, go buy this script, when you're doing enrollment calls, and now you're going to get clients." And once I ditched that, it was a lesson in authenticity. And it was a lesson of just showing up, like you said, being that one on one situation with me and the person who I was on the phone with.

Brandon O'Brien: It was a lesson in authenticity for me. And now that is a huge lesson I share with my clients as well that work with me, because it's all about if you can show up as your authentic self when you're approaching somebody at the bar, when you find somebody attractive, when you're in a relationship, if you can be your most authentic self without putting up a façade, without having to feel like you need to act a certain way. That person is going to be 100 times more attracted to you. Because you're more relaxed, because you're more kind of in that flow state. You're not stiff and rigid and clinching and kind of awkward, but you're allowing yourself to be fully unique, fully yourself and that I find has the best results overall, through and through.

Brandon O'Brien: So it was interesting to see that level of authenticity come through as a lesson for myself. And now how it impacts other people in their dating life and how they're attracting their ideal person as well.

Tom Tenaglia: That's very cool. What are some ways that somebody can be more authentic? Any come to mind?

Brandon O'Brien: I think, yeah. The one thing I love is really challenging my clients to go outside their comfort zone to be uncomfortable, and to be okay with that publicly. So doing something like whatever it is, dancing in the middle of a crowd, singing a song at the top of your lungs around a bunch of other people, you realize that so much of what lets people be inauthentic is they think they're constantly being judged from the outside.

Brandon O'Brien: They always think like, oh, I can't do this, because what society, my friends, my family are going to think of me. Oh, I can't do this because somebody's going to judge me on what I wear or how stupid I look. But when you do something that publicly puts you outside your comfort zone, and nobody cares, nobody pays a second's notice to it. Because really, it's all the psychological stuff, the self esteem killing babble that we have in our heads. That we think is really going to impact us. But in fact, it's just all the lies we tell ourselves.

Brandon O'Brien: It's the fact that we think that society is going to judge us when nobody really cares what's going on the outside of themselves. So once you get over that and you realize that nobody's judging you nearly as harsh as you're judging yourself. That makes that connection where you're like, oh, my gosh, all this judgment, all of this I can't be me. Because judgment, judgment, judgment.

Brandon O'Brien: Once that's eliminated, and you realize that it's just all the stuff you're telling yourself, that creates that disconnect. That allows you to show up more authentically 100%.

Tom Tenaglia: That's really good. There was something that dawned on me when you're talking, but then I decided to just push it off to the side so that I could completely hear what you were saying and practice more of that awareness.

And of course, I pushed it so far off that I don't remember what it was. But I think that, that is beneficial. Because you're right, this sales calls that work really well for me are the ones where there's a level of connection, there's a level of understanding, there's an excitement that builds within me as to being able to help them on their journey.

Tom Tenaglia: Not even caring about the money necessarily, or the fact that they getting the job, getting the gig, getting the deal, getting the contract, whatever type of situation it is. But just that knowing that I'm offering something that can be of service and whenever I'd done that, in a way where I believe truly in who I am, and I don't care about if they do business with me or not. And I give it my all on that first call, and I give it my all in a proposal or what have you.

Tom Tenaglia: If the client and I are meant to work together, they've always come back around. I didn't even have to do much follow up. I mean, it's more of a, you make such that impact with them early on and sometimes they come back to you to say, "Can you help me clean up the mess that the cheaper person went with?" And yeah, but now it's not the same price I quoted you because I have to fix stuff. I mean, there was a lawyer once who told me I asked him how much he charged to do some documents. And he said, "Well, it's 250 an hour, if I do it myself. It's 350 an hour if we do it together, and it's 500 an hour if you do it first and then give it to me."

Tom Tenaglia: And I loved it because as the benefit of getting someone earlier on and letting them do what they know how to do. And I think what you've done with these couples, can we talk... I mean, without obviously, from what you can say, are there any results that you've helped these couples or these individuals with that you can share?

Brandon O'Brien: Yeah, absolutely. I think the negative self talk that we have is one of our biggest hindrances, because it's all about I'm not worthless, I'm not good enough to attract my ideal partner, I'm not attractive myself, I'm terrible at relationships. Whatever that is within us always comes from something that is actually within our childhood. I would say the majority of the time, because there's always something that comes up within our childhood, when we're younger, we're still growing, we're developing where we're highly suggestible because we're just like a sponge, we're soaking everything in.

Brandon O'Brien: So I was working with somebody who just said, "Well, I don't have successful relationships, I don't know how to navigate a relationship. Because women don't see me as attractive. These hot, beautiful women who I'm going to rate as a nine or a 10 don't find me attractive." So we worked and worked and really let go of a lot of deeper rooted baggage.

Brandon O'Brien: Now that person is turned around and going, "Oh, my gosh, I'm totally worth it. I'm completely worth attracting my ideal woman. There's no reason why I'm

successful in my business. I live in a beautiful area that I wanted to move to. What makes me think that I can't attract that type of woman." And then going back and going, "Oh, wow. Wait actually, all the women who I've dated have been pretty attractive have been those nines or 10s that I think are unattainable." And really breaking that whole mindset.

Brandon O'Brien: Because we place these labels on people we find extremely attractive or extremely intriguing, spiritually, mentally, emotionally and physically and we put them up on a pedestal, because we beat ourselves down so much, because we're so critical of ourselves that we think, well I'm not on their level, there's no way. But finding out that they were able to go talk to these women, and talk to these people who they thought were totally unattainable and go, "Oh, no, I really think you're attractive as well." Blew their mind and was totally amazing.

Brandon O'Brien: So it was really cool to see them go from, I can't have a successful relationship to actually I can, and I get to be picky about it.

Tom Tenaglia: Yeah, that sounds really, really cool. I mean, I'm thinking through some college stories now. But anyway. Yeah, I mean, it's fascinating to me, right? Because they had what they wanted, they didn't see it, and it was right in front of them. And it's possible that the other person felt the same way. Or it's possible that the other person was there to get them to see how amazing they are.

Tom Tenaglia: There's all these reasons for these people to come into our lives. And I think there's no difference between that and a business, like your clients are going to see, well for you it's fascinating, because anytime they're hiring somebody to help them on a self esteem issue, or a confidence issue. And we're aware that's the core of the problem, that that might not be how they're talking.

Tom Tenaglia: They might say, like you said, they don't have good relationships, they don't have a track. But the core of the problem might be something around the... They also have to have that level of confidence and self esteem to be able to hire you. They have to feel that you're worth being somebody that can help them. So how do you handle that either directly or indirectly, so that they know that they're worth it to do business with you really? Because when you have a problem at that level that is something that you have to overcome with a client.

Brandon O'Brien: Yeah, absolutely. So over the last few months as well, I've really developed the mentality that I can be the strongest heartbeat in the petri dish. Because when you take a bunch of heart cells from a whole bunch of donors, their different donors and put them all in a petri dish, they'll all beat different beats from the beginning. But after a while, all the heartbeats will sync up to the strongest heart in the petri dish. So I always present myself as I am going to be the strongest heart out there. Not in an aggressive tone, or in one that's going to be dominating, but in fact that I'm going to be able to hold that space for you. I'm going to be able to create that transformation and that result for you.

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Brandon O'Brien: While I'm on the phone doing an enrollment call, I'll start to pick out some of their patterns, some of their behaviors about how maybe they don't feel good enough, maybe they're just not in the emotional headspace. And I'll point out as to how that might be a presenting problem for them. But in fact, I'll allow them to release a little bit of guilt on it. I'll try to trace it back to, oh, that's such an unfortunate way of thinking. That's an unfortunate disempowering belief that you have, did you know that you might have gathered that or gained that when you were from the ages of zero to seven.

Brandon O'Brien: So allow them to really think about and reevaluate where their beliefs are coming from, and allowing them to think that, well if this has come from such an early space in my life, and it's not a belief that I need to hold on to, I'll allow them to really gain a whole new perspective on that. So they start releasing some of that baggage on the enrollment call, so that they can see how powerful the transformation is over the course of three months, over the course of a breakthrough session of working with me, so that they can actually gain in that level of confidence of I can do this, I can change that level of thinking inside and out.

Tom Tenaglia: Okay, so you've given him that quick win on that first call before they've signed up to work with you, before they've contracted with you per se, but you've given them a quick win. And then you've paste the result that they would get by working with you over how long are you working with these people?

Brandon O'Brien: Right. So what I'll do is I'll do a breakthrough session, which in NLP terms, Neuro-Linguistic Programming, is a full day session that lasts anywhere from five to 10 hours to really find the core root of what it is that's really hindering them from getting the results they want. So doing that one session breakthrough, and then plus three months of coaching.

Brandon O'Brien: So I say, well look at this, you've been able to change your position, and change your beliefs about yourself and get a little ahead where you used to be within an hour long call that we just had, imagine what we can do in three months, how much transformation you can go through to really change your perspective on who you are, how the world operates, and how the universe really supports you. And that really gets them motivated be like, "Yes, let's do it." No hesitation.

Tom Tenaglia: Focusing on their transformation, right? It's a key thing and copy, I think you mentioned it here. That showing them what's possible. That two time, I don't, two prong approach, where you give them something that's more immediate, and you show them something that's more longer term and in copy, paint the path of you as the one helping them down that path. You're doing copy, but you're doing it on the phone, it sounds like. Which is really, really cool.

Tom Tenaglia: I mean, we'll obviously have more episodes on it. You also mentioned breakthrough session, which I had mentioned in a previous episode. And I think

it would be important to make a distinction for the listeners in that the breakthrough sessions that I do a primarily geared towards career of a small business. There over two days, I do all sorts of things around business building incorporated into that process, whereas years are focused on the relationship, on the individual, on that particular.

Tom Tenaglia: They're much more they're much more focused on that area of life, whereas I'm looking at career but I'm looking at the business building side of things as well. So I didn't want people to get confused between the two. What does Tom do? What is Brandon do? I focus more on the business side, you focus more on the relationship side and helping people on their path and that. And so I think that's huge. The lessons and how you're painting this path for them. How are you attracting clients to you?

Brandon O'Brien: It's been a whirlwind of really going out and finding those clients like that. At first, it was just kind of connections through Facebook like, "Hey, do you know somebody who's going through relationship issues?" And I'd reach out to my current market, and just friends and family, coworkers and be like, "Hey, do you know somebody who's going through some relationship troubles, I'd love to support somebody who really wants to show up as their ideal self in a relationship?" And it just kind of wasn't nearly as effective.

Brandon O'Brien: Everybody feels like they're being marketed too nowadays anyway. So it's hard to go, "Hey, here's another thing that I love the market support my small business." But now it's a matter of, really I over deliver as much as possible. I love to connect with people on Facebook, and I pump out content and just valuable stuff that really gets people thinking a couple times a day.

Brandon O'Brien: Just I want people to really question how they're operating in their lives and start to think outside the box. Because once I can get them to think, Oh, my gosh, I didn't think about how I project my insecurities on my partner and that's why my relationship fails. I didn't realize that I go into relationships and nitpick my partner to death until I find all their flaws and really shove it in their face. But now that Brandon mentioned that on Facebook, wow, what else can I learn from him? What else can I gain in terms of that knowledge?

Brandon O'Brien: So now it's a matter of building my audience on Facebook, and delivering as much high valuable content. Just giving stuff away to challenge people to think of stuff differently, has them reaching out to me.

Tom Tenaglia: That is huge. Because you didn't... I love that distinction. You're not on your enrollment call going, haha, it's you and showing them the mirror. You're using the content marketing that you're putting out in Facebook to, as we would say in copy, take the pill and put it in the muffin.

Tom Tenaglia: You're giving them that the medicine, so to speak. And we're not doctors here but I mean, you're giving them what they need to hear from somebody who's going to tell it to them, but not in a way that's going to make them feel like crap. And in a way, that's almost it's attracting to them. And adding value getting them to think. Which is the same thing in dating, as you would know that if you get your partner thinking that it was their idea ahead of time, it's a lot easier to sell them on it because you're not really selling them on it, right?

Tom Tenaglia: So, I love painting these parallels between what you're doing in a regular marketing entrepreneurship, because either you have to do the same principles that we do in marketing, even though you're working with people that are focused on relationship, and what you're doing in that case, with those videos is you're painting messages that get them thinking and get them to go, oh, this makes a lot of sense. And maybe you're aware of it, maybe you're not. You're indirectly filtering out to people that would not be good clients for you. Because what you're focused on are the things that you would want them to believe and understand as they become a client and as they become an easier client for you.

Tom Tenaglia: I think too many marketers and entrepreneurs and business owners are afraid to take a stand on one way of thinking, to say here's what I'm going to go say about that. Yeah, there's there's 7 billion people in the world, there's 7 billion ways to look at that situation. But if the marketer doesn't say, "Okay, what do I want my avatar, my ideal client to believe?" And then paint a picture, they have to paint the picture for to attract that client.

Tom Tenaglia: It's like going fishing, trying to catch a fish but putting cheese on the hook instead of a worm. I mean, I put bait everybody loves cheese. I mean, yeah, but that's not who you want to attract. You can't look at it and go, I don't like a worm, why am I going to put a worm on the hook? Because the fish you want to attract is going to like the worm. So that's what you put on the hook.

Tom Tenaglia: I mean, I don't know where these metaphors are coming from out but this is just how the show kind of evolves. But you've got me looking at it. Let's break down the success that you're having and you mentioned whirlwind at the beginning. But I mentioned early on, I don't want to bring people that have been in multimillion dollar businesses for the last decade, maybe I will at some point. But I'm going to say this, I'm not looking to interview Tony Robbins. And if Tony Robbins' PR firm contacts me, I'll have a very serious conversation with them on what we would talk about and what we wouldn't talk about. Because I'm looking at the solo prenuers and the people that are... The small business owners don't have to be a solo prenuers, but that somebody's just starting.

Tom Tenaglia: That person who goes I have this calling, I want to go do it, and then what it takes to get over that inertia and create that momentum. Because I think to make the first hundred thousand, hell to make the first dollar is often a lot of energy that has to be put in. And then when you make your first hundred

thousand, it's another block of energy. But to make your first million is supposedly from everybody that I've interviewed in one form or another in the course of my life, a hell of a lot easier than that first hundred thousand. And that's what I'm believing to then.

Tom Tenaglia: Because if you've done the mindset stuff along the way, and you've created economies of scale along the way, and so, I think what you mentioned about belief, yeah, you can't think that your clients are limited, you have to realize there's this vast amount of clients and abundance of clients out there, and you can get so much from your worm market. And what's funny is when you said that you were doing the marketing this way, I was about to say, okay, we could probably tweak that. And I just waited because I don't want to interrupt and then you said, okay, that didn't really work as well and I was like, phew, okay, good. Because, yeah, you can't just go, do you know someone who has this problem?

Tom Tenaglia: You have to paint the picture in a way where they identify that they have the problem. Oh, there's either solution aware, problem aware or there are offer aware people. People that know, like when the iPhone comes out their offer aware. They know they're going to get it. For the most part, you're either dealing with a solution aware or problem aware person. And so, you can't just go do you know anybody who has this problem, right? You have to really paint the pain of the problem in front of them and help them realize that if they can take one step with you then they can get success in certain ways, then what else is possible?

Tom Tenaglia: It's just a natural way of thinking. Oh, I listened to the Brandon and he gave me this one tip, transformed the way I communicate with my spouse. What else is Brandon going to teach me? I know a guy, he studied... I heard of this guy. No, I met him online. But I said, "You just joined you already had built this, you follow this marketing model already. And you just joined the program. Now I'm a little confused." He said, "Well I just assembled all the free stuff, did all that. And now I built the business as a result. And I just decided I should probably buy the course. Because everything that he gave me for free, I was able to build the business with."

Tom Tenaglia: And I'm like, that's the level of over deliver that we want to give. Because if you think about like the music industry, you can give away that that hot single and then everybody, they want to buy the album. You give away the crappy song on the album, nobody wants to buy it, right? I mean, you got to give away the single. Oh that single's on there. Yeah. But in order to get that, you got to get 17 of its cousins to come with it. I don't want to pay \$25 for a CD back in the day. I want a \$2 single. God, darn it. But no, you can't do that.

Tom Tenaglia: It's called bonus. Gifted with purchase. I had an entrepreneur, he was funny. If anybody said free, he would say gifted with purchase. Because that was his way

of making sure he didn't overspend. Because he's like, I'm already paid for you, just giving it to me when I pay for it. And some people spin it and they go, well, yeah, it's free but then there's this software, there's this annual fee you got to pay every year for updates and crap. That's not free.

Tom Tenaglia: My favorite is, "Oh, you already own it." "No, I already own it. So I don't have to pay anything for it ever." "No, next year, you got to pay this much." "Then I don't already own it." But it gets you thinking from a marketing perspective. You can't bait and switch, right?

Tom Tenaglia: So if the customer thinks that they already own it, they're going to think that they never have to pay for it before. But if you're transparent, about here's what the pricing is. I answered a guy's questions in a proposal where I broke down the pieces, and priced them individually as blocks for a marketing proposal. And I said you don't have to do all of these. But you do have to do the entire unit. Because the unit would take him step by step through closer to where he wanted to be. But in order to get from A to C you got to go through B. You can't just go I want to stop at B because the unit would complete at C. Does that make sense?

Brandon O'Brien: Yeah.

Tom Tenaglia: Like if you're going to drive from Arizona to California, oh no, that's a bad example, because they're next to each other. I'm still learning my geography out here. If you're going to drive from Pennsylvania to Illinois, you have to go through Ohio, or at least and I'm pretty sure you do. And so you can't just say, "Oh, my destination is in Illinois, but I want to stop it Ohio."

Tom Tenaglia: So I would say to them, "Well look, you really want to get to California. But the first block is I'll get you to Illinois. But if I'm going to get you to Illinois, you have to go through Ohio." And I would bucket them together like that, and help them along the way. And so I think that's kind of what you're doing it.

Tom Tenaglia: You're looking at what's going to help these people take that next step and identify with the problem. And then they become aware of the problem. And naturally, if you've given them things to help along the way, then they naturally think that if you've helped them identify the problem, then you can help them with the solution. Because people aren't going to know what a breakthrough session necessarily is. But they are going to know if you take that one person who just got out of a bad breakup, and they're ready to be done with their acts and move on and possibly find somebody new or maybe just take time for themselves, then they can come to you and you can help them to do either one of those paths.

Tom Tenaglia: So that that brings up another point. See, just talking with you about this and talking a lot about this. I always say to somebody, when they come to me is if

you're doing marketing work, where is your client on that path? Where's your avatar? Where is that person and where they're going? And so for somebody who just got out of a bad breakup, like those two immediate past jumped out of my head.

Tom Tenaglia: One is, they want to be completely done with that person and take time for themselves or they're ready to get into another relationship. And those are actually two different ways of marketing and you're going to help them and present content to them in different ways to be able to attract that particular person to you, even though what you might do hour by hour, the play by play might be very similar. But the way you present it to attract that particular person is very carved out in a targeted way. So that you're speaking to where they are in that process. And I will... Man, I'm just going on a ride here with you. Because I'm just like, this is a very passionate topic.

Tom Tenaglia: I mean, we're we're taking what you've done in your relationship business, and bringing it into marketing. And here's a classic marketing concept of give and take. But how would you describe give and take in a relationship? Do you know what I'm talking about? I'm just going to go off the cuff. We didn't prepare this. I'm just going to be like, if a partner in a relationship said, "My partner is just take, take, take, take, take." What does that mean to you?

Brandon O'Brien: Right, exactly. So I mean, that's one thing that I kind of dealt with in some of my relationships as well, was that I was the person who was all take, take, take, take, take. So I was always looking for, in a relationship, what can you do for me? What can you do for me? What can you do for me? What's in it for me? And I was always hoping or demanding that they meet these certain expectations. When I always consciously knew that a relationship is a two way street. It's I'll give you something you give me something, I'll give you something you give me something. It's a constant flow, a constant exchange of energy.

Brandon O'Brien: When same thing, I think what you're getting at in terms of a business model, right? Is just I want this, I want clients, I want the clients, I want the clients. But what are you doing going to produce those clients? What are you putting out there? What are you giving in return, right? Maybe guessing maybe [inaudible 00:52:07]?

Tom Tenaglia: Yeah, yeah, yeah. I mean, what do you get? What are you literally giving them?

Brandon O'Brien: Yeah.

Tom Tenaglia: People might understand it in one area versus another, right? You're helping people that might understand it in career in business. You might be working with people that are successful entrepreneurs themselves, but they suck at giving in their relationship. Whereas people that come to me are more, they may understand it in relationship but they don't get it in business. Well, I want

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them to buy something from me they're taking no, they're giving you money. What are they getting? And-

Brandon O'Brien: Well, it's super interesting. When you were, I'm sorry.

Tom Tenaglia: ... Yeah. Go ahead.

Brandon O'Brien: When you were talking about, oh, gosh, I loved it so much. Because you were talking about handing out your single when you're trying to start up your music career and everything like that. Here, take my CD, take my CD, listen to it. It's so awesome, right? And you're giving that out. And I found that going on the give in terms of my Facebook, like I mentioned, pumping out that valuable content that was free, and people could challenge the way they were thinking about their relationships, and otherwise. Because I was constantly producing that. I got tons of referrals. All of a sudden friends and family were going, oh my gosh, Brandon is up to some really good stuff. I've seen his Facebook, and he's always so positive. He's always putting out this amazing content. And then they'll have a conversation with Roger. I'm just throwing out a name.

Tom Tenaglia: Yeah.

Brandon O'Brien: And Roger is like, "Oh, gosh, I'm having trouble. Landing a perfect relationship. I feel miserable about myself and I've been suffering with this for the last 17 years, the last 30, 40, 50 years." And then they'll go, "Well Roger, I've seen Brandon put up some amazing stuff about relationships on Facebook, you should go talk to him." So that whole level of I was giving stuff away. And then they wanted to refer people to me just because they saw what I was doing. Same thing with word of mouth when you're handing out your new single or whatever.

Brandon O'Brien: Someone goes, "Oh, my gosh, this beat was fire. You have to go listen to DJ Khaled or whatever the case might be." Right? Because they're like it's referring because now you have somebody close to that person who knows you're doing amazing things. Who wants to support you, as opposed to spamming 500 of your closest friends and being like, "Do you want to work on your relationship? Do you want to work on some stuff?" And asking for that needy. But once I started to give, then I started to receive. So I loved what you had to say about that.

Tom Tenaglia: Yeah. Oh, my God you just got me thinking, right? Because if you're making this Facebook content, instead of a call to action, where you're actually getting the people to come to your site, or to opt in or like a page, the call to action being to share the content. So you make the content shareable. And then saying, hey, if you think you have friends on your Facebook list that could benefit from this, I've made this post shareable, go ahead and share it. And even if you don't know

if there are, but you found value in this, share it anyway, you never know who might be needing to hear it, and whose life you'll make an impact in.

Tom Tenaglia: And then you're actually getting the content, the value pushed out kind of away from you, but more into the world. And then naturally, people say what goes up must come down? Well, what you're going to push out, comes back. I mean, it's karma in its basic form. But karma doesn't have to be bad crap. Karma is also what you do, and you're in there not doing it with the intention of getting clients, you're doing it with the intention of helping people. And naturally, as we talked about astrologically, if you do it in a way that aligns with your purpose, you do it your way with aligns with who you are. And if you're doing it with overall career intention, naturally the energy comes back. And money is energy. And so people will naturally want to do business with you. And I think that's huge.

Tom Tenaglia: Making that call to action about giving, and just everything that you do around giving. Here's what's crazy. I couldn't understand for the life of me why people would make podcasts because they were free. And why are they going to commit to doing something like that? And then it dawned on me, whoa, I need to give more, I need to just pour into my listeners and share and make a difference and just, I mean, it was so selfish of me to think that, oh why would I make a podcast? It's free. They're not going to pay me. No.

Tom Tenaglia: I mean versus how can I help? What difference can I make? And just, if it's one person listening, see if there's 100 listeners, I don't need 10 million, but if I have 10 million, okay, fine. This is only episode I think, five. So if there's 100 people that listened by episode five, that would be awesome because to me that's like, a room of 100 people that I'm talking to. They we're able to make a difference in. And you didn't say this, but you're actually an actor and so being out in front of millions of people, or what have you is, there's this excitement, you're making a difference in their life through your entertainment, through your performance.

Tom Tenaglia: And you're helping people get in touch with who they are building the relationship, and everything you're doing. It's like, it's a stage for you. But it's not a performance. It's being authentic. And I think that's the difference. An actor can get up on stage and they can wear their persona, right? Because this means actors mask. The Jungian persona in psychology, but at the same time, you're not doing that.

Tom Tenaglia: You're not making these videos on Facebook from an actor's mindset. You're not putting on a show. You're truly being who you are at your core, and then sharing that with them, and then saying, hey, if this helps go share it with somebody else. At some point, yes, the marketing kind of comes around and you have to have calls to action where they can engage with you. You can always put that at the end, hey, share it, share it, share it, share it. And if you

have to ask me a question on this, if you need more information on this, if you want to connect, go to such and such a place, or what have you. You can always put that at the end.

Tom Tenaglia: I had studied the marketing emails from very successful marketers, and one of them in particular always did that kind of approach. He said, hey, he would present the problem that somebody would message in, he would present one particular step they can take to get closer to the solution that was applicable that they could go use. Then he would say, if you need an in depth solution, or you want to answers to 750 other problems, you can go buy this other course. And at the bottom, it was like, yeah, and if you already have that, and you're really serious, and you just want to be done with, you want to find the love of your life kind of think of the dating niche guy, then here's the one product that you need.

Tom Tenaglia: And at first, I looked at that, and I said, from a marketer perspective, you really only want them to go to one place. There's the rule of one equals one. You want them to take one call to action. But sometimes you have people at different places on their path that are coming in contact with your marketing. And so as long as you qualify, which avatar that is, you give that avatar one thing to do. Hey, if this helps you sweet, go share it to your friends on Facebook. I've made it shareable.

Tom Tenaglia: If this got you started, but you're like, there's something more and you might want one on one. You want to ask me a one on one question and see if I can help your particular situation, head over to here, message me or contact me here, what have you and you qualify, and you give them one action to take. That works just as well. It's the in the qualification because what you can't do is confuse. Then I got an email the other day, literally the other day, from a very famous marketer, if I told you who it was, you would know. I'm not going to share right now. Because I haven't bought his course yet. But I went through his book. And so when I buy his course, and I go through it, and I can vouch for it, then I will say something. But I looked at his email and in bold letters, it was if you're a blank, here's and it will give a testimonial specific to that solution buy the link.

Tom Tenaglia: If you're a blank, if you're just getting started in business, here's a testimonial of somebody's just getting started in business buy now. If you have \$100 million business already, here's testimony of that person buy now. If you don't have a product to sell yet, here's a testimonial buy now. If you're a speaker, if you're a coach, if you're... And I'm like, he didn't leave anything out. I mean, it was as good as saying there. I mean, the pages and I think it was good enough, were at the bottom it said if you're human click here. It was to that point where it was so... And I've come to realize that, because like you said we project, the more you see yourself in that solution.

- Tom Tenaglia: They're marketers that are now beginning to realize their testimonials and the quality of who they put in there, the qualities not quality. But like if they say it's a mother four. Well they might all of a sudden start getting clients that are mothers of four. And they're like, why is this happening? Because you put a testimonial with that quality and that actually somebody goes, this is me, this is why I can work with you. And so I think that's huge. We're almost out of time, I could talk to you for a long time. But we may have to do a two part. Might to bring you back on or something. You mentioned something earlier, or at least when we were talking before about on your enrollment calls a three time convincer. Can you elaborate a little bit on that and how it might help people with closing?
- Brandon O'Brien: Yeah, absolutely. And honestly, I'm not just saying this, I have you to thank for that. Because it's such a powerful tool. Because when you're using a three time convincer in your enrollment call, it really gets somebody in that yes mindset. They've already said yes to you in some way, shape or form three times throughout your enrollment call already. So that's already getting them unconsciously on board with signing up with you.
- Brandon O'Brien: So I have to thank you Tom for that. That really level of kind of next level enrolling call, because using the that has now got people into that mindset of, I'm already working with Brandon, now I just have to get him my credit card. Now I just have to give them my PayPal, my Venmo to really commit to it. So I'll just go through the enrollment call and really already get them in that yes mentality, in that okay I'm going to sign up with Brandon.
- Brandon O'Brien: So I'll just throw out some really big statements of getting them to say yes to the plan without holding them to the fire in that moment. So that now, 15 minutes later, when I'm telling them what I do and how much it's going to cost. They've already committed to the plan without knowing the cost. But knowing that I'm providing a level of service that is going to shape them in their results, I'm confident with already giving in that price tag.
- Brandon O'Brien: So "Hey, it sounds like this is a really big problem for you. If you were to get those results that you said to me 10 minutes ago, and I could get you those results. Would you sign up for my for my program? Would you sign up for working with me for three months in a breakthrough session?" "Yes, absolutely." "Okay, cool." "Well go ahead and tell me a little more about what that looks like for you in terms of getting those results." "Well, now that I've heard your results, and what you want I think I'd be excited to work with you." "Would you be able to commit to something on this phone call right now?" "Yes, absolutely." "Okay, cool." So getting them to say yes three times has got them in that mentality. They're already ready to work with you. Now that they've said yes to you three times in that conversation. Now delivering your price confidently isn't an issue.

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Tom Tenaglia: I think that's huge. And to distinguish people who might have been around the sales block a bit. We're not talking about the classic yes set. Where you would just get them to be like, "Oh, is it a great day today?" "Yes." "Oh is the sun bright?" "No, yes." We're not talking about the yes set where as long as oh okay, if they've said it, said it, said it, they're in the habit of saying it. That was the old thinking. We're talking 21st century new language, where what you're actually asking, and people just heard you ask them, you're asking questions that had become objections at one point or another. And you're getting them to follow into what my listeners might understand is as Cialdini's consistency principle from the book influence.

Tom Tenaglia: Where you're now getting the idea that if they've already committed to it, and they understand it, that's the level of commit they already gave it. And they convince themselves of the commitment, which is why it's three times and the year they've handled all the objections indirectly, then your naturally guiding them to like you said, to going with the price that you mentioned, or what have you. Because if you believe as the entrepreneur that this is the right solution for them and they've agreed that they would get value from that solution, then I believe that, yeah you should help them make the right choice, which would be to do business with you.

Tom Tenaglia: You're not doing this with every Joe Schmo off the street. You're putting marketing content out there already to weed out the people that you don't want to do business with. You're already filtering them out. So by the time they get on the phone with you, you're asking them questions and handling, "Hey, are you able to commit to this now? Are you able to give me the deposit? Are you able to," Like before you start getting the money, but you're like, "you don't need to talk to your spouse?" "No." "So wait, so okay, you're in?" "Yeah." "Okay, good." Because you've handled all of these objections ahead of time.

Tom Tenaglia: I want to be sure that you don't need to talk to their spouse, because your prices are like my prices, their spouse talking worth. However, you're also working on relationship. And so, it's a little bit of an interesting back and forth that you might have to do there with somebody. But if you're asking these questions that now by the time that price comes up, and they go there in, then if you've already painted it, oh man, we're going have to do another call Brandon at some point and talk about the sales call itself.

Tom Tenaglia: I actually was going to record one like that on my own. And I'm thinking that you and I talking through it may even be... Maybe we'll do both. I don't know, we'll figure it out.

Brandon O'Brien: Sure.

Tom Tenaglia: Because walking through the dynamics of how you price anchor, and you get them to understand the value in what you're providing for the price that it is.

And really these things, that are often intangible. Like what's it going to be like to be happy in my relationship? We have to turn them into something tangible to be able to sell it.

Tom Tenaglia: So I think that's what we'll do. We'll set up another one. And let's talk a little bit about that stuff in that call, where we kind of break down your sales call a bit, and talk through it. And how we tap into who you are, and how we bring who you are into it. So let's just be real with the listeners of this podcast. It's not going to necessarily be a here's the exact sales call you can do. It's going to be a here are the elements that we chipped away, act together, working together and put in how do we create the most effective sales call for you as the entrepreneur, because if I'm going to sell, I'm not going to sell relationship stuff. But if I were I can't just take your sales call and do it. It has to be me. But since it's not me, I'm not going to have success with it anyway. But I can sell business calls all the time because that's obviously what I'm passionate about.

Tom Tenaglia: So is there anything else that you want to add before we go?

Brandon O'Brien: Yeah, I would just say as kind of a closing statement. What I've found is that your level of faith within yourself, and the universe will make or break you. And I throw around the word faith not in a spiritual or religious sense. But what level of congruency do you have within yourself and the universe that this can happen, that you will make it happen, and you can get it done. Because growing that level of faith will motivate you to do more and it will push you hard towards your goals knowing that you have faith within yourself and your ability to get it done. So I think that is the huge concept that I've really grown within the last few months as well.

Tom Tenaglia: I think that's huge. That is absolutely huge. And what we'll do is we'll put links to your contact information or Facebook information, how people can connect with you. We'll put links in the show notes. Because people are used to going to show notes at this point so they can connect with you. Brandon, thank you very much for joining me today and I'm looking forward to another episode on breaking down the sales call and diving into that.

Brandon O'Brien: Sounds good. My pleasure Tom.

Tom Tenaglia: You got it.

Outtro: Thank you for listening to The Empowered Entrepreneur Show.